

Muskegon Community College Local Strategic Value Resolution

Section 230 of Michigan Public Act 265 of 2018 is the education omnibus appropriations act for fiscal year 2018-2019. Among the components of the appropriations for all Michigan community colleges is performance funding based on “local strategic value” which is defined in terms of the following three categories:

- 1) Economic Development and Business or Industry Partnerships
- 2) Educational Partnerships
- 3) Community Services

To qualify for full funding, the statute lists 15 separate best practices for community colleges to achieve. Institutions must satisfy four of five best practices in each of the three different categories.

The Board of Trustees certifies that Muskegon Community College has met or exceeds the best practice standards required for state appropriations under Section 230 of Michigan Public Act 265 of 2018 as the following table demonstrates:

MCC Adherence to Best Practices Table

Best Practices by Category	Examples of MCC Adherence
Category A: Economic Development and Business or Industry Partnerships	
1) The community college has active partnerships with local employers including hospitals and health care providers.	<p>MCC has a long history of working with Mercy Health Muskegon to provide clinical spaces for our nursing students. Our students complete rotations through many different community health organizations, such as Public Health—Muskegon County, HealthWest, LifeCircles, Harbor Hospice, Mercy VNS Home Care, and many others. In addition, our students provide care for residents in several long-term care facilities in Muskegon and Grand Haven.</p> <p>MCC has worked with Mercy Health, Spectrum Health, two other community colleges, and West Michigan Works, to create a medical assistant apprenticeship program that is registered with the U.S. Department of Labor and has received state and national recognition as the first of its kind. The Medical Assistant Program has had a 100% pass rate on the Registered Medical Assistant Certification, and Certified Medical Assistant exams. The college has also added a Community Health Worker class in collaboration with the Michigan Community Health Worker Alliance, Access Health in</p>

	<p>Muskegon, and Mercy's Health Project. We have had two cohorts successfully complete the class.</p> <p>West Michigan Works has partnered with MCC in providing a new Nurse Assistant training lab in their downtown Muskegon location, providing valuable space in which to address the needs of the growing program. Trinity Health Senior Services is working with the Nurse Assistant Coordinator to ensure that the college has the tools it needs to produce a steady supply of Certified Nurse Assistants to help fill their employment needs.</p> <p>The Medical Assistant Program will be moving into the new Health and Wellness Center on the MCC campus. In addition, a new simulation lab will benefit all health occupations programs at MCC. A collaboration between MCC, Mercy Health, and Grand Valley State University will result in a Nurse Practitioner Clinic in the new Center. This clinic will serve not only students, faculty, and staff, but will also serve the community around the college.</p> <p>We collaborated with over 37 employers on manufacturing training programs and grants for new programs including, Arconic, ADAC Automotive, GE Aviation, Port City Group and many others.</p>
<p>2) The community college provides customized on-site training for area companies, employees, or both.</p>	<p>Muskegon Community College provides training for local businesses that are either customized or seminar style training. Training occurs either at local businesses or on campus. The College has conducted customized training for many businesses including: ADAC Automotive, Anderson Technologies, Busche, Campbell Grinder, Dynamic Conveyor, GE Aviation, GHSP, Kaydon, Koppel Industries, Multi-Lab, Northern Machine Tool Co., Port City Group, and Quality Solar. MCC, in conjunction with MMTC/The Right Place, provided additional training to Benteler Automotive, CWC Textron, Fleet Engineers, Hilite International, J&M Machined Products, L-3, Michigan Spring and Stamping, Nowack, Scherdel Sales and Technology, and Seabrook Plastics. MCC in partnership with the Employers Association now offers seminar style training on topics such as SolidWorks, Print Reading, Geometric Dimensioning and Tolerances, and Statistical Process Control and provided this training for several companies, including East</p>

	<p>Jordon, Hilite, and Benteler. Additionally, MCC offers ISO Internal Auditor training on a quarterly basis and several companies enrolled in classes during the year which includes Eagle Precision, East Jordon, GA Richards Group, Great Lakes Die Cast, Loring Industries, NPR Michigan, Ravenna Pattern and Manufacturing, Turbo Components. Funding for this training has been provided through Michigan Works! through the State of Michigan STTF program and Incumbent Worker Funding. Many companies have also chosen to self-pay for several trainings. MCC also provided training for the EXIT Program which is a state DOL grant funding program. In collaboration with West MI Works and the Going Pro Talent Fund, MCC provided construction readiness training and apprenticeships readiness training. Lastly, MCC provided electrical and welding training to Local 275.</p>
<p>3) The community college supports entrepreneurship through a small business assistance center or other training or consulting activities targeted toward small businesses.</p>	<p>MCC not only supports small businesses and entrepreneurs but is actively involved in helping students launch new businesses and train future small business owners. In terms of support, we continue to serve as a member of Start Garden, a community based entrepreneur support organization. Our campus business and industry training center (Lakeshore Business & Industrial Service Center) offers customized training opportunities for both small and large businesses. MCC supports Grand Valley State University's Muskegon Innovation Hub by providing a staff member to serve on their Advisory Committee. This collaborative relationship allows for local entrepreneurs to develop new business concepts.</p> <p>MCC helps to create new businesses. It offers classes in entrepreneurship that have resulted in the successful launch of 2 small businesses. In 2016, two local businessmen donated a building to the college in downtown Muskegon. The renovated building, named the Rooks/Sarnicola Entrepreneurship Institute, is a focal point for the College's entrepreneurship program. Within this space is the Lakeshore Fab Lab open to the community, enabling entrepreneurs and inventors to bring their new product ideas into physical reality. The new location is convenient for inner-city residents and will also contribute to downtown economic development</p>

	<p>MCC trains future small business owners. It collaborates with the Holland Career Tech Center (high school grades) to deliver up to two college credit classes in entrepreneurship. MCC created and continues to run the Community E Program (entrepreneurial training) involving over 40 disadvantaged/at risk high school students. This 12 week program requires participants to start a business and culminates in a mini trade show where students sell their products and services to the community. The program is expected to reach up to 60 students in 2018 - 2019 academic year.</p>
<p>4) The community college supports technological advancement through industry partnerships, incubation activities, or operation of a Michigan technical education center or other advanced technology center.</p>	<p>In collaboration with our industry partner Arconic we have made several grant awards possible, including a recent one with Achieving the Dream, a national community college success organization. We also offer various apprenticeship programs that work with industries to provide specialized training that supports advanced skills and recently developed a new apprenticeship programs with, a large employer in our service area. The Lakeshore Fab Lab opened on June 1, 2018 and is educating area inventors on advanced machine usage and is serving as an alternate resource for local companies needing rapid and/or complex 3D prototype capabilities.</p>
<p>5) The community college has active partnerships with local or regional workforce and economic development agencies.</p>	<p>We continue to work with local partners and economic development agencies including the West Michigan Works! and Michigan Works! West Central, and the Chambers of Commerce in the communities that we serve. MCC's president, Dr. Dale Nesbary is on the CEO Leadership Council and Higher Education Committee for Talent 2025. MCC also develops custom training programs that support local companies. MCC has partnered with approximately 15 other local and regional economic developers and training providers on a regional Business Resource Team. This group recently held its third Business Resource Connect Event allowing for collaborative information sessions to be held for local businesses. MCC and MMTC (The Right Place) collaborate with company consultations and the development of training plans for local employers.</p>

Best Practices by Category	Examples of MCC Adherence
Category B: Educational Partnerships	
<p>1) The community college has active partnerships with regional high schools, intermediate school districts, and career-tech centers to provide instruction through dual enrollment, direct credit, middle college, or academy programs.</p>	<p>MCC has early college programs with the Muskegon Area Intermediate School District (MAISD), the Ottawa Intermediate School District (OAISD) and the Newaygo Regional Education Service Agency (NCRESA), all of which are more than five years old. We have dual enrollment with various schools in Muskegon, Ottawa, Oceana and Newaygo Counties as well as offer direct credit and/or articulated credit with the Muskegon, Newaygo, and Ottawa Careerline Tech Centers. Technology training conferences and other special events are held in cooperation with the Muskegon Area Intermediate School District. The College is in its second year with the Muskegon Career Tech. Center to offer an Accelerated Technical Institute (ATI) that is resulting in more direct credit, early college, and Applied Science Degrees to area students. MCC is pursuing Marshall Agreement participation with a number of local talent consortiums.</p>
<p>2) The community college hosts, sponsors, or participates in enrichment programs for area K-12 students, such as college days, summer or after-school programming, or science Olympiad.</p>	<p>The college has many enrichment activities for K12 students. In terms of college access activities. MCC hosts a College Night, Taste of Tomorrow (an opportunity for high school students to talk to faculty and staff about careers and student resources), a high school drafting competition, a high school welding competition and much more.</p> <p>For younger students the College does many field trips hosting about 1,200 students for planetarium shows, nature walks, and visits to our newly developed Bartley Science Center which has hands on STEM exhibits created by MCC students and staff. In addition MCC hosts the WINGS program, a summer enrichment program for 500 kids in grades K-7 (co-hosted by the MAISD). MCC also sponsors</p>

	<p>negotiation simulations for high school students with the Muskegon Labor Management Council and the Math Counts competition with the Michigan Society of Professional Engineers. Another program for young people is called “First Tee” a summer golf program for inner-city youth.</p>
<p>3) The community college provides, supports, or participates in programming to promote successful transitions to college for traditional age students, including grant programs such as talent search, upward bound, or other activities to promote college readiness in area high schools and community centers.</p>	<p>MCC has an Upward Bound program with Muskegon and Muskegon Heights Schools. We offer placement testing in high schools; we host an annual high school counselors’ appreciation luncheon and informational meeting; and a Summer Institute where local teachers, counselors, and administrators meet to learn about MCC and college readiness. Similarly MCC is planning to host curriculum summits with K12 teachers to facilitate smooth transitions to college. MCC also has a data sharing agreement with local high schools to share aggregate information on how their students perform at MCC. We also offer ACT preparation classes through our Continuing Education division.</p>

Best Practices by Category	Examples of MCC Adherence
<p>4) The community college provides, supports, or participates in programming to promote successful transitions to college for new or reentering adult students, such as adult basic education, GED preparation, GED testing, or recruiting, advising, or orientation activities specific to adults.</p>	<p>MCC offers career assessment to help adult students with the transition to college. To further assist with the transition to college, we offer a comprehensive orientation program and provide one-on-one help to students. There is a College Success Center and a Tutoring Center on campus with full time staff who assist students with reading, writing, and math skills. We have professional advisors/counselors for all MCC students as well as a program designed to recruit adult students and veterans called Return to Learn. Specialized recruitment occurs at the adult education centers and at Michigan Works! MCC participates with West Michigan Works! to host a Hot Jobs Connect each year which features in demand occupations and how to train for and be ready to receive those positions. MCC also hosts a Veterans’ Fair, and</p>

	<p>provides individualized transition assistance for veterans and their families through its veteran's office. We offer LEAP credit, a program that gives credit for life experience to adult students. Veterans may also receive credits from DANTES examination and the Joint Service Transcripts (JST). The College has a close working relationship with the local Michigan Works Office. MCC hosts two large community job fairs each year connecting employers with students and community members. We collaborate in many ways to get prospective students trained for good paying jobs in this community.</p>
<p>5) The community college has active partnerships with regional 4-year colleges and universities to promote successful transfer, such as articulation, 2+2, or reverse transfer agreements or operation of a university center.</p>	<p>MCC has a reverse transfer agreement with Ferris State University, Grand Valley State University and Western Michigan University. MCC has active articulation agreements with Central Michigan University, Western Michigan University, Grand Valley State University, Davenport University, Northwood University, Michigan State University and Ferris State University. Also, MCC has 3+1 agreements with Ferris and Northwood University. MCC also operates a university center with Grand Valley State University, Western Michigan University and Ferris State University as our partners. Two years ago MCC entered a partnership with the Institute of Agriculture Technology at MSU to offer MSU certificates and MCC degrees for students in this field.</p>
<p>Best Practices by Category</p>	<p>Examples of MCC Adherence</p>
<p>Category C: Community Services</p>	
<p>1) The community college provides continuing education programming for leisure, wellness, personal enrichment, or professional development.</p>	<p>MCC offers a variety of Continuing Education opportunities such as, courses, workshops, seminars and special events to meet the lifelong learning needs of the community. These non-credit</p>

	<p>educational classes emphasize professional development, personal enrichment and community outreach. Our programs range from youth leadership, employment training for adults with unique needs, State Continuing Education Clock Hours (SCECHs or formerly called CEUs) and our online personal enrichment and professional classes. Continuing Education also sponsors fairs focusing on health and wellness, as well as seminars and conferences promoting leadership and community.</p>
<p>2) The community college operates or sponsors opportunities for community members to engage in activities that promote leisure, wellness, cultural or personal enrichment such as community sports teams, theater or musical ensembles, or artist guilds.</p>	<p>Muskegon Community College offers many such opportunities. In terms of cultural offerings the college puts on 3-4 theater productions per year which are open to the community. In addition, we offer various musical ensembles including the West Michigan Youth Symphony. MCC sponsors a lecture series on various current topics, a writers' series and an arts and humanities festival known as the "AH Fest".</p> <p>The college has 15 sporting teams and all sporting events at the college are open and free to community members.</p> <p>There is a program for seniors, called SAM (Study Opportunities for Adults and Mature Citizens), for those who are 60 or older where they may take classes with a tuition waiver.</p> <p>MCC also hosts many community events that promote enrichment. Some of these include the MLK Unity Breakfast, and a Veterans' Day program honoring veterans. Muskegon Community College annually hosts the Global Awareness Festival for students, staff and community members. This week long event in February provides approximately 2,000 people with cultural and educational enrichment about a certain area of the world through lectures, documentaries, art, music, food and visual displays. During International Education Week in November the college has a student panel and shows international documentary films. Community members are also invited to two or three travelogues each year and special international events. The college offers numerous study/travel courses each year, to Belize, Germany, the Bahamas, and Stratford, Canada. Experiential</p>

	<p>Learning opportunities are provided to students, staff and community members with bus excursions to Chicago (German Christmas Market, the Art Institute, Oriental Institute, Cultural Center, Cantigny Park, McCormick Museum, Pritzker Military Museum, Field Museum, Chicago History Museum, DuSable, and the Frank Lloyd Wright Home and Studio) and Detroit (Detroit Institute of Arts, Charles H. Wright Museum of African American History, and the Rouge Factory Tour at the Henry Ford Museum). We have a campus-wide movement called “And Justice for All” to educate students, staff and the community on current topics pertaining to equity and social justice. We have an active Diversity, Equity and Inclusion Committee whose goal is to focus on programs, resources and policies that will positively impact our campus and community.</p>
<p>3) The community college operates public facilities to promote cultural, educational, or personal enrichment for community members, such as libraries, computer labs, performing arts centers, museums, art galleries, or television or radio stations.</p>	<p>MCC has a Library Information Technology Center that is open to the community. We operate an art gallery, planetarium, hands on STEM center, nature trail, theater, TV station and an internet radio station. MCC has a testing center that provides testing services for community members. There are regular theater productions and art gallery presentations open to the community. The new Lakeshore Fab Lab is open to the public on a membership basis.</p>
<p>4) The community college operates public facilities to promote leisure or wellness activities for community members, including gymnasiums, athletic fields, tennis courts, fitness centers, hiking or biking trails, or natural areas.</p>	<p>MCC offers a campus recreation program that is open to all. Sporting events are open free of charge. During the summer we offer recreational leagues for anyone interested. The College also has a nature trail, tennis courts, and a golf course that is open to the community. The MCC Lakeshore Fitness Center provides aquatics classes, personal training, group classes, and child care for students, staff, and community members. Continuing Education provides enrichment classes that promotes physical activity, health and wellness such as Zumba and Urban Hustle.</p>
<p>5) The community college promotes, sponsors, or hosts community service activities for students, staff, or community members.</p>	<p>We host a Red Cross Blood Drive three times a year; MCC’s gym is a polling location for local, state and national elections; and MCC is an active participant in the United Way’s National Day of Caring and was a Pacesetter organization for this</p>

	<p>year's United Way of the Lakeshore campaign. MCC student clubs and employees are active in the community performing community service including cleaning up area highways. The Shoreline Symphony Community Orchestra meets at the college. This is a Continuing Education class which meets on campus and is open to community members. An annual community picnic and open house called "Community Family Fest" is held on campus in May. The college hosts an annual Veterans Day event in November that is well-attended by community members and veterans. MCC for three years has hosted Jayhawk Academy, a program for disabled adults to teach necessary life skills to be better equipped to face the day to day challenges of independent living while learning employability skills.</p>
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Therefore,

The following resolution is proposed:

That the Muskegon Community College Board of Trustees certifies that the College does meet the best practice standards required for state appropriations under Section 230 of Michigan Public Act 265 of 2018.